BRIDES OF EASTER WEEK

INTEREST IN MISS MARJORIE GOULD'S WEDDING.

It Will Take Place on Easter Monday—Miss Harriet Daly to Be Married Next Day to Count Sigray—No Date Yet for Roosevelt-Lawrence Wedding.

Easter week always brings its brides, and the holiday aspect of this season would lose much of its picturesqueness but for the weddings that make Fifth avenue gay. The attractiveness of these weddings is not confined to those who receive cards to the church.

The passage of the guests up and down Fifth avenue, a possible glimpse of the wedding party alighting at the church or returning to the house at which the wedding breakfast is to be held—these are Easter week incidents of Fifth avenue that may be enjoyed by all who turn out to see the parade at that time.

No wedding of the week will attract more attention than that of Marjorie Gould, oldest daughter of Mr. and Mrs. George J. Gould, to Anthony Drexel, Jr., who now lives in London. Miss Gould is the first of the family to marry.

Last winter she made her début in society and there was immediate speculation as to the husband that she would select. There were various rumors as to the foreign noblemen who had offered themselves to her, and the fact that she had selected an American husband was a source of satisfaction not only to her friends but to those who were anxious to have her choose an American husband.

Mr. Drexel, whose sister Margarita has just become engaged to an Englishman of title, lives in England. Miss Margarita Drexel is to come out to this country to act as one of the bridesmaids at her brother's wedding. Marjorie Curtis, daughter of Dr. and Mrs. Holbrook Curtis, who made her début in society the same winter that Miss Gould did, will be another bridesmaid.

The wedding will take place on Easter Monday, to be followed by a reception at the Gould home, 847 Fifth avenue, which will be the largest entertainment ever held there. Indeed, with the exception of rather a small dance there have been no entertainments in the new house. Miss Gould made her bow to society at a large ball given in the Plaza Hotel.

Another daughter of the Gould family, Miss Vivien Gould, who has a decided musical talent, will be presented to society next winter.

Miss Edith Colford, who is to be a spring bride, is the daughter of Mr. and Mrs. Sidney Colford and has spent much of her time during recent years at Newport, where her family lives for the greater part of the year. She is to marry Dudley Morgan, a son of William Rogers Morgan of Newport and this city.

Miss Harriet Daly, a daughter of the late Marcus Daly, is to be married on Tuesday afternoon of Easter week to Count Anton Sigray of Budapest. He came out to this country with Count Széchényi at the time of the marriage of the latter to Miss Gladys Vanderbilt, and Miss Daly made his acquaintance at that time.

She has passed several seasons in London since meeting Count Sigray here. At various times it has been rumored that she was to marry an Englishman of title. Miss Daly came from Butte, Mon., with her mother and sister some years ago and they live at 725 Fifth avenue, where the wedding is to be held.

Miss Mary A. Daly, an older sister of Miss Daly, several years ago became the wife of Judge James W. Gerard. Last winter Miss Daly posed in the famous tableaux vivants at the Plaza, when the women of society appeared as the operatic heroines that interested them most. Miss Daly was *Madama Butterfly* and Geraldine Farrar sang the music of the principal scene in the opera while Miss Daly, who had been carefully made up and dressed for the tableau by Miss Farrar, formed the picture.

Miss Daly will go abroad shortly after her wedding. She is one of the great heiresses of New York, and although she has lived only a short time here few young women have been more popular in the younger set of society.

Miss Eleanor Alexander's wedding to Theodore Roosevelt, Jr., is still dependent on the return of her father-in-law-elect from Europe. When that will be nobody concerned in the wedding has so far been able to discover.

Miss Alexander is the great-granddaughter of Theron Butler, who was one of the first presidents of the Sixth avenue railroad. His pictures were sold at auction only a short time ago, when his widow left her old house on the east side of Fifth avenue between Thirty-eighth and Thirty-ninth streets to live in her new home in Westchester county. Miss Alexander's mother was Miss Grace Green, and she lives now in West Forty-seventh street. Her aunt, Mrs. Mary Fulton, has just announced her engagement to Dr. Josiah Hartwell, the former Yale athlete and a well known New York physician.

Miss Alexander came out only two years ago. She has seen much of society and the last two summers she has spent with her mother in Yellowstone Park, recuperating from the gayeties of the winter.

Mr. Roosevelt is at present learning business in a carpet manufactory and the two will be married as soon as it is settled when the ex-President will be here.

Photo by Aimé Dupont. MISS EDITH COLFORD.

MISS MARJORIE GOULD.

Photo by Aimé Dupont. MISS HARRIET DALY.

Photo by Curtis Bell. MISS ELEANOR ALEXANDER.

HEAVEN AT $12.30 A MONTH

THAT'S THE HOUSE RENT IN A BRITISH PARADISE.

Wonders of the Garden City of Bournville, England—Every Prospect Pleases and Not Even Man Is Vile—Physical and Moral Uplift Plus 8 Per Cent. Profit.

"The most perfect city I have ever seen or heard of is the famous garden city of Bournville, a suburb of Birmingham, England," says a writer in *Country Life in America*. "I was simply transported by the healthfulness, happiness and beauty of the place, and I believe it gives the people more for their money than any other city on earth. Any one who has cherished some noble vision of a glorified humanity would be intensely interested to see Bournville, for part of Bellamy's 'Looking Backward' is here realized.

"Can you imagine yourself living four miles from a city the size of Pittsburg in a suburban town of about 5,000 inhabitants, where there are no saloons and never can be any slums, noise, dirt, crowding, factory smells, billboards or streets torn up for gas, lighting or sewers? Wouldn't you like a chance to play golf, tennis, cricket, bowls or hockey under ideal circumstances at a cost of a few cents a day?

"Would you be satisfied with the social life of a community that has splendid schools, churches, baths, gymnasium, meeting house, and one-tenth of its whole area given up to parks and playgrounds? Wouldn't you feel safer in a city where the national birth rate has been doubled and the death rate cut in two? And what would you say to a handsome brick house of seven rooms and a bath, with an eighth of an acre already planted with fruit trees, vines and lawn, at the rental of $12.30 a month?

"How can such superb opportunities be given at so low a cost? There are three ways, each of which is exemplified by a different garden city in England. The first is the plan of Lever Bros., soap manufacturers, who built Port Sunlight, a suburb of Liverpool, at a cost of $1,700,000. It is the most beautiful of all, has the greatest variety of buildings for social purposes, and the cheapest rents, but it has two serious drawbacks.

"First, the social life of a community having only one interest is not as healthy as that of a mixed community. The renters at Port Sunlight are all employees of the same factory, and the magnificent social features provided for their comfort and pleasure are not used as much as they ought to be. Second, the city has never paid its makers any direct dividend, although it is practically self-supporting. The Levers firmly believe that they have received an ample financial return in the increased efficiency of their employees.

"But we cannot expect that the city life of the world will be revolutionized by kind hearted manufacturers. Port Sunlight is superb, but its plan implies too great an investment for the ordinary manufacturer, and the returns are too indirect to appeal to the average business man. Both of these defects are remedied in the plan of Bournville, which was founded by George Cadbury, the cocoa manufacturer.

"In the first place only 42 per cent. of the renters at Bournville are employees of the factory. The others came from anywhere and everywhere, and many of them spend their days in Birmingham. Consequently the social life is that of a normal, mixed community—not merely industrial or suburban.

"In the second place Bournville really pays. The city's chief source of income is rent. Everybody pays 8 per cent. on the investment actually made in his house and lot. The city's income doubles every five years (it is now fifteen years old), and in fifty years at this rate it will have an annual income of about $5,000,000. And since it will never have to pay back Mr. Cadbury's gift of about $775,000, the city will have a large sum available for building other cities like Bournville.

"The most important idea in all these garden cities is that represented by Letchworth, a suburb of London, thirty-four miles north of the metropolis, but reached by the best trains in less than an hour, for Letchworth has shown how we may build cities fully up to the Bournville standard without depending on gifts. When I saw Letchworth in 1908 the city was less than five years old. Yet it had a population of 6,000 and there were twenty-one factories. It comprises 3,818 acres, 2,500 of them, or 65 per cent., being perpetually reserved for an agricultural belt.

"Thus the people of Letchworth will always be sure of a broad country scene, even if London should build up solidly around it. Moreover, they will receive profits from this land because it will be rented to market gardeners and dairymen. This is in addition to the regular park system, for 200 acres are devoted to public parks and playgrounds, including an 18 hole golf course.

"Letchworth can never be crowded. The population is limited to 35,000, an average of nine persons to the acre for the whole tract, or twenty-three per acre for the town site. Twelve families to the acre is the maximum, and even in this case every family has a lot equal to 36.3x100 feet, which gives the poorest residents a fair sized garden and is 45 per cent. better than the typical city lot of New York.

"Another excellent feature is the arrangement of the factory quarter. This is located as far as possible from the residence quarter, and the prevailing wind carries what little smoke there is away from the houses. The factories mostly use electric power from a central plant, which is equipped with a smoke consumer. The whole factory quarter is screened by a hill and a belt of trees.

"But the greatest feature of all is that the inhabitants of Letchworth will get practically all of the collectively earned increment. Few people realize how quickly this counts up. Simply by moving to Letchworth and living there 6,000 people created in four years and a half a net increase of half a million dollars!

"All of this profit ordinarily goes to real estate speculators, but eventually the people of Letchworth will get back 95 per cent. of it in the form of reduced taxes. The other 5 per cent. goes to the company which finances the whole enterprise, the First Garden City Co., which differs from an ordinary joint stock company only in being limited to a 5 per cent. cumulative dividend on the capital invested. The shares were placed at $25 each in order to give working men a chance to subscribe.

"This company has a capital of $1,500,000, but it is not all paid in and the company had all it could do to buy the land at its agricultural value, make eight miles of new roads, ten miles of sewers, ten miles of gas mains and sixteen miles of water mains, besides constructing a reservoir, gas works and electric power plant. The company did not have enough money to build houses, so the people build their own homes on a cooperative plan which is somewhat like our building and loan associations. Thus the company's chief source of income is ground rent, which ranges from $20 to $30 a year for a quarter acre in the residence section and from $5.25 to $9 a year an acre in the agricultural belt.

"The biggest horticultural fact about these wonderful cities is that gardening is the most productive of all outdoor hobbies and one of the most efficient enemies of the saloon ever devised. As to its productiveness, consider the case of Henry Vincent of Brighton, who made a profit of $300 from vegetables on an allotment garden of half an acre. He did this without chemical fertilizers on a land which thirteen years ago had nothing on it but stones and chalk—not three inches of soil. Vincent's other duties occupied him very long hours, yet by working from 4 to 8 o'clock mornings he spent 833 hours altogether on gardening during the year, making 36 cents an hour, which is very good pay in England.

"In other words, market gardening will easily produce anywhere from five to ten times as much as ordinary farming. This was well shown by a gardening contest at Bournville in which nineteen gardens took part. These gardens, which averaged 3,700 square feet (the same as 37x100 feet), produced vegetables and fruit worth $23.45 each, which is at the rate of $278.25 an acre. Yet the total yield from seventy-seven of the acres where Bournville now stands was less than $25 an acre in the days of ordinary farming. So that these seventy-seven acres for which a record has been kept not only house under ideal conditions a population of nearly 2,000 people but they also produce more than six times as much profit under home gardening as they did under general farming.

"The saloon and its attendant evils are unknown at Bournville. None can be established without the written consent of every trustee, and the trustees are bound to suppress saloons altogether unless such suppression leads to greater evils. They have the right to revoke licenses and to prescribe the hours of sale of intoxicating liquors, the quantities and all other features of the business. Moreover, all the net profits must go to counter attractions.

"At Bournville the Village Trust lays out the flower beds in the front yard, but if the tenant does not like the plan he may change it. At Letchworth plants are sold by regular nurserymen at regular rates, but Bournville gives its tenants a chance to buy plants, seeds and bulbs at reduced rates. I doubt if there is any place in the world where the gardens are uniformly as good as at Bournville.

"One great reason for this is that gardening is compulsory. There is a clause in every contract which says that every tenant must keep his place up to a certain standard of neatness and beauty. This is no hardship, for if a man is too sick or busy to dig his garden he can have this or any other garden work done for him cheaply. In the whole history of Bournville only two gardens have been neglected. No tenant will neglect his place when he knows that there are 100 applicants for houses on the waiting list all the time."

Be Kind to the Toad.

From Success.

Few creatures of its size have suffered more from false witnesses than has the toad. It is not true that it causes warts, poisons infants or spoils cows' milk. On the contrary, it has an amiable disposition, a good singing voice—for those who like that sort of thing—and above all most commendable industry.

An ablebodied toad eats $19.44 (wholesale rates) worth of injurious worms and insects every season. It is a most efficient ultimate consumer and it likes best those things which the farmer likes least. It is home loving and very fond of children—its own children. No farmer or suburbanite should try to get along without a couple of good toads.

THE BUSINESS OF DOING GOOD.

People Train for Philanthropy as for Other Professions.

The establishment of the Rockefeller Foundation calls attention to the fact that the practice of philanthropy has become a profession for which every year more men and women are preparing. Thousands are getting their training in the harness, learning methods by actual practice. But there are also four schools of philanthropy where both the theory and the practice of organized charity are taught. These schools are in New York, Boston, Chicago and St. Louis.

The one in New York was established in 1898 by the Charity Organization Society, with an attendance of twenty-seven persons representing eleven States. The programme of the first year, says the *Forum*, was a forecast of many following years. Private charities, the care of families in their homes, care of dependent and delinquent children, public charities, care of the dependent sick, public departments, the delinquent; such were some of the subjects.

The experiment of the first year was made permanent. Succeeding years added topics, such as the juvenile court, backward and defective children, tenement house reform, the prevention of tuberculosis, charitable finance, child labor, parks and playgrounds and standards of living.

In time to the summer course was added a winter course of nine months, with affiliation with Columbia University and an opportunity to obtain academic credits. In November, 1904, John S. Kennedy, who had given the United Charities Building as a centre for New York city's charitable activities, gave a permanent fund for the perpetuation of the summer and winter schools of philanthropy. In 1907 S. M. Lindsay, former Commissioner of Education in Porto Rico, was appointed director, and several associate directors now assist him. The classes number nearly one hundred in the winter and approximately seventy in the summer.

The winter classes are recruited largely from college graduates, settlement workers, volunteer workers who have had some experience, but who need the longer theoretical and practical training of one year or even two. The summer courses, which are shorter, are restricted to experienced workers, and offer a six weeks review of modern social conditions relating to the poor. The lecturers, winter and summer, are specialists in their fields.

For the most advanced school work a bureau of social research has been established. Studies have already been made, of permanent value, of the salary loan business in New York city, the treatment of inebriates in New York city, the cost of burial among the poor in New York city, opportunities for employment for the handicapped, a study in methods and practical results of case treatment in the New York Charity Organization Society and the training of social workers.

Statistics recently compiled show that the graduates have strong tendencies to go into charity organization work, partly because the school is under the auspices of the Charity Organization Society and because emphasis is naturally laid upon that kind of work. Nevertheless there is an increasing tendency among the graduates to take up other forms of social sibility in charitable and civic lines in private organizations and public institutions, or on boards or commissions. The schools are becoming the West Points of the philanthropic service.

In Chicago there is an excellent school of civics and philanthropy under the direction of Graham Taylor. Special emphasis is laid upon civics and psychology, and there is a department of social research. Boston has a school which is affiliated with Harvard and with Simmons College for women. In this school special attention is given to class room discussion of social conditions. In St. Louis a small but hardy school of philanthropy has developed in the face of conservatism not unexpected, where the methods of organized betterment work, and the Charity Organization Society often becomes the gateway through which many of the school's graduates pass into special positions of responsibility ... charity are less familiar than they are in the East.

When the great earthquake came to Italy Miss Katharine B. Davis of Bedford, N. Y., whose work is among female criminals in the Bedford Reformatory, was at Syracuse, in Sicily. The stampeding effects of the earthquake were overwhelming. But within a few hours Miss Davis had cabled to America for money for the sufferers; within a few days she had a rough and ready organization of relief going in eastern Italy.

Before the earthquake she had been unknown. Within a week or two she had rounded up a section of that chaos in eastern Sicily so effectually as to be generally known. And, to make a long story short, to-day all those who worked on the earthquake relief know about the American woman who "got things done," who provided work for the workless, who developed a registration system, even if she didn't know Italian, and who founded and set going an orphan asylum, and so forth.

Let us suppose that to-day, or in the future, some American city is stricken by a calamity of fire, earthquake or flood, with great destitution and loss of life. San Francisco taught the nation and the Red Cross a lesson. To-day Mr. Bicknell, the executive of the Red Cross, would have power to call upon charity organization societies in the United States to furnish him at once a certain proportion of the trained workers of the societies' staffs. At San Francisco the value of United States soldiers was especially demonstrated. Mr. Devine called upon a few charity workers from the East, who cooperated splendidly with those of the Western shore. But in future calamities the value of the organized "militia of philanthropy" will be evidenced.